



1. Why Using Social Networking Website?
  2. What Websites To Use?
  3. Branding
  4. Solution
  5. Process
- 

# Why Using Social Networking Website?



# What Websites To Use?



(All countries)



Your network is more powerful  
than you think

(French speaking - France)



(German speaking – Germany, Switzerland, Austria)

- **Brand Yourself → Profile Building**
- **Experience/Education Description**

- **Dale Carnegie Description**

For over 100 years, Dale Carnegie has been improving the performance of organizations by improving the performance of their individuals and teams. Present in 88 countries worldwide, we also have 49 offices in 26 countries throughout the EMEA region. Dale Carnegie is rated as one of the top 25 franchise opportunities by the Wall Street Journal. More than 8 million people have experienced Dale Carnegie Training in the key areas of leadership, sales, team member engagement, customer service, presentations, process improvement and management skills.

- **Connections**
  - +200 contacts
- **References/Testimonials**
  - Recommendations from your clients
- **Groups**
- **Follow Companies/Clients**



## – Networking

- Send messages
- Add connections
- Be introduced
- Post on groups
- Post on feeds



## 8 Steps:

1. Define Your Target
2. Introduction Message
3. Search For Your Target
4. Gather Information
5. Classify Information
6. Generate Email
7. Get In Touch
8. ROI



# STEP 1: Define Your Target

- **Who?**
  - **Individuals**
    - What are the demographics of your target?
      - Location
      - Education & Experience level
      - Job Title / Job Function
      - (Age, Gender, Ethnic group, Income level, etc.)
  - **Companies**
    - Industry Type
    - Organization Type
    - Size
    - Geography
    - Revenue
- **Can you find enough people that fit your criteria?**
- **Can you reach them with your message?**  
**Are they easily accessible?**
- **Other questions to ask yourself:**
  - What are their day-to-day concerns?
  - Will your target really benefit from your product/service?
  - How can you help them?
  - Will they see a need for it? Can they afford your product/service?
  - Do you understand what drives your target to make decisions?





# STEP 2: Introduction Message

- Simple
- **Not a selling message !**
- Show interest
- Create curiosity
- Examples:

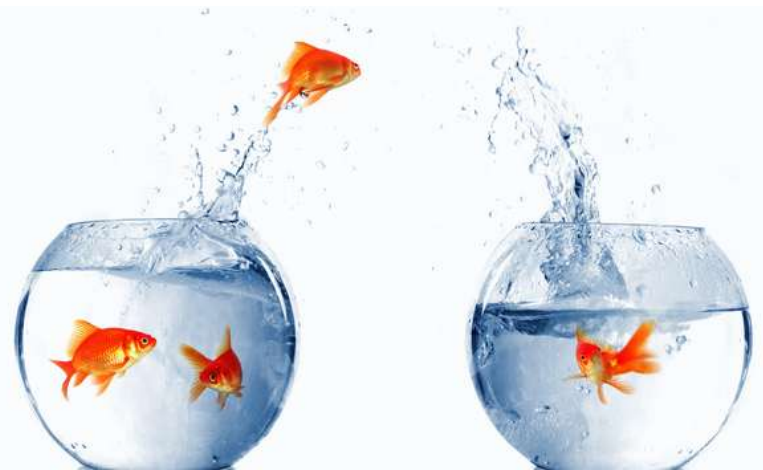


“Hi,  
I am working for Dale Carnegie Training New York City. I saw your profile and I found it very interesting. Would it be possible to connect via LinkedIn. Feel free to contact me if you have any questions or comments.  
Kind Regards,  
Nicolas Morant”

“Bonjour,  
Je m’appelle Nicolas MORANT, et je travaille actuellement pour Dale Carnegie Training New York. J’ai parcouru votre profil qui a suscité mon intérêt. Je vous propose donc si vous le souhaitez d’être en contact via Viadeo.  
Cordialement,  
Nicolas MORANT”

# STEP 3: Search For Your Target

- **Use the advanced search tool**
  - Keywords
  - Name
  - Title
  - Company
  - Location
  - Postal Code & Radius
  - etc.



# STEP 4: Gather Information

- **Contact your target**
  - Send them your introduction message
  - Ask to connect on LinkedIn
  - Get their email address
- **Restrictions apply !**
  - DO NOT add too many people
    - **Account Blocked**



# STEP 5: Classify Information

- **Organize all the information** → Use an Excel spreadsheet
  - Company
  - Name
  - Job Title
  - **LinkedIn Status** → **Waiting** / **Yes** / **No** / **N/A**
  - Email

Company	Name	Job Title	LinkedIn Status	Email
ABC Company	John Doe	Chief Executive Officer	Yes	john@abc.com
ABC Company	Peter Smith	Vice President Sales	Waiting	
ABC Company	Arnold Howards	HR Manager	No	
ABC Company	George McGill	Sales Manager	/	
ABC Company	Ashley Howard	Regional Manager	Yes	ashleyh@gmail.com

**Excel Trick:** Conditional Formatting → Format cells that only contain “Yes” → Fill with Green

# STEP 6: Generate Email Addresses

- Generate dozen of email addresses for a specific company based on only one email address !

Company	Name	Job Title	LinkedIn Status	Email	Email (Generated)
ABC Company	John Doe	Vice President Sales	Yes	john.doe@abc.com	
ABC Company	Peter Smith	Chief Executive Officer	Waiting		peter.smith@abc.com
ABC Company	Mary Braun	HR Manager	No		mary.braun@abc.com
ABC Company	George McGill	Sales Manager	/		george.mcgill@abc.com
ABC Company	Ashley Howard	Regional Manager	Yes	ashleyh@gmail.com	ashley.howard@abc.com



# STEP 7: Get In Touch

- **LinkedIn**
  - Keep in touch
- **Schedule a Meeting**
  - Leaders/Decision Makers
- **Email Campaign(s)**
  - Promote a specific event
  - Insert a keycode in the different links
- **Follow Up !**



- **Return On Investment**

- Keep track of each case
- Make sure to know which opportunity has been: lost, win or is in process
- Calculate the revenue you got from that project



# Celebrate Success

